Psychology & Marketing

Author Index
Volume 18, 2001

Aditya, R. N.: The Psychology of Deception in Marketing: A Conceptual Framework for Research and Practice, 735

Barak, B.; Mathur, A.; Lee, K.; Zhang, Y.: Perceptions of Age–Identity: A Cross-Cultural Inner-Age Exploration, 1003
Brookes, R.: see Punj, G.
Brumbaugh, A. M.: see Sprott, D. E.

Cain, L. B.: see Huffman, C.
Caldwell, M.: Applying General Living Systems Theory to Learn Consumers' Sense Making in Attending Performing Arts, 497
Carrigan, M.: see Szmigin, I.
Catterall, M. and Maclaran, P.: Body Talk: Questioning the Assumptions in Cognitive Age, 1117
Chan, R. Y. K.: Determinants of Chinese Consumers' Green Purchase Behavior, 389
Chapman, K. J.: Measuring Intent: There's Nothing "Mere" about Mere Measurement Effects, 811
Chebat, J.-C.: see Woodside, A. G.
Ciarrochi, J.: see Forgas, J. P.
Craig-Lees, M.: Sense Making: Trojan Horse? Pandora's Box?, 513

D'Amico, M.: see Keillor, B. D.
Derbaix, C.: see Lardinoit, T.

Faranda, W. T.: A Scale to Measure the Cognitive Control Form of Perceived Control: Construction and Preliminary Assessment, 1259
Farrell, S. and Hakstian, A. R.: Improving Salesforce Performance: A Meta-Analytic Investigation of the Effectiveness and Utility of Personnel Selection Procedures and Training Interventions, 281
Felcher, E. M.; Malaviya, P.; McGill, A. L.: The Role of Taxonomic and Goal-Derived Product Categorization in, within, and across Category Judgments, 865
Forgas, J. P. and Ciarrochi, J.: On Being Happy and Possessive: The Interactive Effects of Mood and Personality on Consumer Judgments, 239

Garbarino, E. and Johnson, M. S.: Effects of Consumer Goals on Attribute Weighting, Overall Satisfaction, and Product Usage, 929
Giering, A.: see Homburg, C.
Goulding, C.: Romancing the Past: Heritage Visiting and the Nostalgic Consumer, 565
Guiot, D.: Antecedents of Subjective Age Biases among Senior Women, 1049
Gwinner, K. P. and Stephens, N.: Testing the Implied Mediational Role of Cognitive Age, 1031

Hakstian, A. R.: see Farrell, S.
Harris, E. G. and Mowen, J. C.: The Influence of Cardinal-, Central-, and Surface-Level Personality Traits on Consumers' Bargaining and Complaint Intentions, 1155
Henderson, K. V.: see Newell, S. J.
Holbrook, M. B.: Book Review, 985
Holbrook, M. B.: Market Clustering Goes Graphic: The Weiss Trilogy and a Proposed Extension, 67
Homburg, C. and Giering, A.: Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty—An Empirical Analysis, 43
Hopkinson, G. C.: Influence in Marketing Channels: A Sense-Making Investigation, 423
Horton, V.: see Keillor, B. D.
Huffman, C. and Cain, L. B.: Adjustments in Performance Measures: Distributive and Procedural Justice Effects on Outcome Satisfaction, 593

Janda, S. and Trocchia, P. J.: Vegetarianism: Toward a Greater Understanding, 1205
Johar, G. V.: see Pham, M. T.
Johnson, M. S.: see Garbarino, E.
Jones, D. B.: Marketing Psychological Services: Using Client Problem and Solution Perceptions to Design Help Offering Promotional Appeals, 261

Kates, S. M.: Disposition of Possessions Among Families of People Living with AIDS, 365
Keillor, B. D.: see Pettijohn, C.
Keillor, B. D.; D'Amico, M.; Horton, V.: Global Consumer Tendencies, 1
Kimmel, A. J. and Smith, N. C.: Deception in Marketing Research: Ethical, Methodological, and Disciplinary Implications, 663
Kimmel, A. J.: Deception in Marketing Research and Practice: An Introduction, 657

Lambert, D. R.: see O'Neill, R. M.
Langenderfer, J. and Shimp, T. A.: Consumer Vulnerability to Scams, Swindles, and Fraud: A New Theory of Visceral Influences on Persuasion, 763
Lardinoit, T. and Derbaix, C.: Sponsorship and Recall of Sponsors, 167
Larsen, D. and Watson, J. J.: A Guide Map to the Terrain of Gift Value, 889
Lawson, R.: Self-Regulation of Unwanted Consumption, 317
Lee, K.: see Barak, B.
Lindgreen, A: see Vanhamme, J.

Maclaran, P.: see Catterall, M.
Madrigal, R.: Social Identity Ef-

fects in a Belief-Attitude-Intentions Hierarchy: Implications for Corporate Sponsorship, 145
Malaviya, P.: see Felcher, E. M.
Mathur, A.: see Barak, B.
Mathur, A.: see Sherman, E.
McGill, A. L.: see Felcher, E. M.
McMurrian, R. C.: see Wilson, E. J.
Meenaghan, T. and O'Sullivan, P.: Editorial: The Passionate Embrace—Consumer Response To Sponsorship, 87
Meenaghan, T.: Sponsorship and Advertising: A Comparison of Consumer Perceptions, 191
Meenaghan, T.: Understanding Sponsorship Effects, 95
Miyazaki, A. D.: see Sprott, D. E.
Monroe, K. B.: see Suri, R.
Mowen, J. C.: see Harris, E. G.

Newell, S. J.; Henderson, K. V.; Wu, B. T.: The Effects of Pleasure and Arousal on Recall of Advertisements during the Super Bowl, 1135

O'Neill, R. M. and Lambert, D. R.: The Emotional Side of Price, 217
O'Sullivan, P.: see Meenaghan, T.
Olson, J.: see Toy, D.

Page, T. J., Jr.: see Spreng, R. A.
Pettijohn, C.; Pettijohn, L.S.; Taylor, A. J.; Keillor, B. D.: Are Performance Appraisals a Bureaucratic Exercise or Can They Be Used to Enhance Sales-Force Satisfaction and Commitment?, 337
Pettijohn, L. S.: see Pettijohn, C.
Pham, M. T. and Johar, G. V.: Market Prominence Biases in Sponsor Identification: Processes and Consequentiality, 123
Pullins, E. B.: The Interaction of Reward Contingencies and Causality Orientation on the Introduction of Cooperative Tactics in Buyer–Seller Negotiations, 1241
Punj, G. and Brookes, R.: Decision Constraints and Consideration-Set Formation in Consumer Durables, 843

Reiss, M. C.: see Webster, C.
Rittenburg, T. L.: see Supphellen, M.
Rosa, J. A.: Embodied-Concept Use in Sense Making by Marketing Managers, 445

Schiffman, L. G.: see Sherman, E.
Sherman, E.; Schiffman, L. G.; Mathur, A.: The Influence of Gender on the New-Age Elderly's Consumption Orientation, 1073
Shimp, T. A.: see Langenderfer, J.
Smith, N. C.: see Kimmel, A. J.
Spreng, R. A. and Page, T. J., Jr.: The Impact of Confidence in Expectations on Consumer Satisfaction, 1187
Sprott, D. E.; Brumbaugh, A. M.; Miyazaki, A. D.: Motivation and Ability as Predictors of Play Behavior in State-Sponsored Lotteries: An Empirical Assessment of Psychological Control, 973
Stephens, N.: see Gwinner, K. P.
Supphellen, M. and Rittenburg, T. L.: Consumer Ethnocentrism When Foreign Products Are Better, 907
Suri, R. and Monroe, K. B.: The Effects of Need for Cognition and Trait Anxiety on Price Acceptability, 21
Szmigin, I. and Carrigan, M.: Introduction to Special Issue on

Cognitive Age and Consumption, 999
Szmigin, I. and Carrigan, M.: Time, Consumption, and the Older Consumer: An Interpretive Study of the Cognitively Young, 1091

Taylor, A. J.: see Pettijohn, C.
Trocchia, P. J.: see Janda, S.
Toy, D.; Wright, L.; and Olson, J.: A Conceptual Framework for Analyzing Deception and Debriefing Effects in Marketing Research, 691

Vanhamme, J. and Lindgreen, A: Gotcha! Findings from an Exploratory Investigation on the Dangers of Using Deceptive Practices in the Mail-Order Business, 785

Watson, J. J.: see Larsen, D.
Weber, J. A.: Illusions of Marketing Planners, 527
Webster, C. and Reiss, M. C.: Do Established Antecedents of Purchase Decision-Making Power Apply to Contemporary Couples?, 951
Wilson, A. M.: Mystery Shopping: Using Deception to Measure Service Performance, 721
Wilson, E. J.; McMurrian, R. C.; and Woodside, A. G.: How Buyers Frame Problems: Revisited, 617
Woodside, A. G. and Chebat, J.-C.: Updating Heider's Balance Theory in Consumer Behavior: A Jewish Couple Buys a German Car and Additional Buying–Consuming Transformation Stories, 475
Woodside, A. G.: Editorial: Sense Making in Marketing Organizations and Consumer Psychology: Theory and Practice, 415
Woodside, A. G.: see Wilson, E. J.
Wright, L.: see Toy, D.

Zhang, Y.: see Barak, B.